

**PROPOSAL FOR USE OF UNITED STATES DEPARTMENT OF LABOR
WORKFORCE INVESTMENT ACT OF 1998 INCENTIVE FUNDS AVAILABLE
TO THE STATE OF INDIANA**

FOR WIA PERFORMANCE PROGRAM YEAR 1999

REVISED January 27, 2003

Effective Dates: January 31, 2003 through June 30, 2003

BACKGROUND

On May 3, 2001 the USDOL, Employment and Training Administration made \$1,308,726 available to the State of Indiana “for exceeding performance levels, agreed to by the Secretaries, Governor and State Education Officer, for outcomes in State operated employment and adult education programs. The goals included placement after training, retention in employment, and improvement in literacy levels, among other measures.”

These funds, authorized by 20CFR 666.220 are available for a three year period to support innovative workforce system building activities. The State of Indiana through its Department of Workforce Development and in consultation and agreement with the Indiana Department of Education, Adult Basic Education Division, have prepared and herewith submit this proposal for workforce system building.

The State of Indiana, beginning in the late 1980’s developed a system of one-stop offices which at a minimum included Wagner-Peyser, Unemployment Insurance and workforce development services funded by the Job Training Partnership Act and subsequently by the Workforce Investment Act. With the implementation of WIA these one-stop offices became more inclusive of the mandated partners under WIA including Adult Basic Education. The configuration and mix of mandatory partners varies from one Workforce Service Area to another and also varies from office to office between and within areas.

THE WORKONE SYSTEM IN INDIANA

Mandatory partners include: Department of Workforce Development (Wagner-Peyser, Unemployment Insurance, LVER/DVOP, TAA/NAFTA-TAA), Title V Older Worker, Vocational Rehabilitation, Postsecondary Vocational Education, Adult Education and Literacy, Housing and Urban Development (E&T programs), Community Service Block Grant, WIA Title I Adult - Youth -Dislocated Worker, WIA Title I - Job Corps, Welfare-to-Work formula and competitive grantees, Migrant and Seasonal Farmworker Programs and Native Americans.

Many areas have also included other voluntary partners such as TANF, Food Stamp Employment & Training programs, U.S Wage and Hour Division, local chambers of

commerce, and Secondary Education. In addition, with the expansion of the WorkOne Express sites, locations are appearing in TANF offices, secondary and post-secondary educational facilities, and community centers. Also, many sites have multiple representatives from a given funding source such as multiple ABE providers or multiple Title 5 Older Worker programs.

The use of the incentive award funding is described below:

USE 1 - DEVELOPMENT OF BRANDNAME: WORKONE

Workgroups consisting of local Workforce Investment Boards and State of Indiana staff developed a consistent brandname, WORKONE. The use of this name by Workforce Service Areas is prescribed by State policy. Full service one-stops chartered by the Workforce Investment Board may utilize the WORKONE name and signage while offices that provide workforce services, but may not provide all the services required of a WORKONE are allowed to use the WORKONE EXPRESS name.

This re-naming or branding of our system has entailed much effort and expense and is not complete at this time. Some of our workforce areas continue to operate with various names and identities depending on the area. While we have made progress in the use of the name, we continue to lack sufficient resources to market the services of the WORKONE system to the citizens of Indiana.

A. MARKETING MATERIALS

COST: \$30,000

The East Central Workforce Investment Board through its agent, East Central Opportunities, Inc., has developed a series of brochures, calendars and marketing materials that are of high quality and could be easily adapted for use by other Indiana workforce service areas. These materials advertise the benefits of the system not the services of any one partner. We intend to reimburse East Central for the cost of production of these materials. East Central will in turn release their rights to the materials and permit other workforce service areas to utilize the advertising firm and to produce customized WORKONE materials. At this time we will also insert an "America's Workforce Network" logo, thus allowing for statewide marketing with connections to a national branding.

B. LOCAL WORKONE MARKETING ALLOCATIONS

COST: \$269,000

We will utilize the incentive funds by allocating \$17,000 to each workforce service area. The funding expires June 30, 2003. The \$17,000 in funding **may** be made available for specified marketing activities:

- ❑ Customization and printing of the State endorsed marketing materials developed by East Central. The vendor utilized by East Central or by others can perform printing of materials. The AWN branding will be a requirement of all materials.
- ❑ Videotape commercials previously produced by the State will be provided to each workforce area. Areas may utilize the marketing allocation for distribution of these to local television stations. While funds can be used to pay the stations to run these ads, we recommend that these ads be promoted as public service announcements to conserve funds.
- ❑ Funds may be used for production of local television ads, public service announcements, radio and print ads. The ads must include the WorkOne and AWN brandings.
- ❑ Funds may be used to purchase signage for WorkOne Centers and WorkOne Express sites.

C. CASE MANAGEMENT SYSTEM & PARTICIPANT TRACKING

COST: \$ 660,000

Effective July 1, 2002, WIBs will also be required to track and report all individuals who receive WIA supported services in the workforce service area. Information concerning requirements for case management is located in DWD Communication 2000-25 entitled, "Decentralization of Case Management and Participant Management and Information System." The data elements to be reported include name, social security number, date of service, and workforce service area. DWD will issue a revision to the Participant Management Information System (PMIS) Manual specifying this new tracking requirement.

The systems and procedures for collecting this data will be at the discretion of each local WIB. Data shall be reported through the current PMIS system. The goal is a count of all non-registered individuals obtaining WIA-supported services in the area.

Each area **may** receive \$31,000 for case management and management information system enhancements. The funds may be used to purchase software and hardware that will support the additional reporting requirements and/or enhance a case management system. Other allowable uses include the purchase of bar code or swipe card technology or other technology designed to track **or enhance** service activities within area offices. Each WIB may determine the appropriate use of these funds taking into consideration local needs and existing systems.

These funds are a one-time investment. DWD will not be providing similar allocations in future years. This funding is intended as start-up money. Ongoing costs of maintenance and licensing will be the responsibility of each area. DWD considers this funding as its investment in case management technology for each local area. As such, DWD and other

State partners shall be permitted future use of systems enhanced or purchased with these incentive funds at no charge to DWD and/or the State partners.

Some of the benefits the State will be able to accrue with the implementation of such a system are:

- ❑ Bar code or swipe card tracking of activities and services by all WORKONE partners. Partners in the WORKONE system will have access and use of the system for tracking of client information, activity and to the extent necessary, case management.
- ❑ Ability to report data within the WSA and to the State regarding unregistered core and registered service activity.
- ❑ The ability to quantify the number of customers served and units of service will enhance the ability of the local areas to educate the public, local boards and other stakeholders about service activity levels.
- ❑ Local offices will be able to track individual usage of system services in ways that are now not possible.
- ❑ Staff will have the ability to track and manage caseloads.
- ❑ Ability to track usage of the WorkOne system by clients of the various partners can provide valuable input for cost allocation of common usage areas.

Use of funding described in A, B, and C above:

- 1. The state matching requirement for the marketing and case management/ participant tracking system(s) is removed.**
- 2. WIBs can continue to use their allocations of \$17,000 for marketing activities and \$31,000 for case management and participant tracking activities as outlined in their local grant agreement.**
- 3. WIBs will have the ability to shift funding between allowable marketing activities and case management and participant tracking activities, in collaboration with DWD.**
- 4. WIBs will have the ability to use the allocations for activities that enhance the WorkOne system, in collaboration with DWD.**
- 5. DWD reserves the right to use returned funds for similar type activities.**

USE 2 – ENGLISH WORKS IN INDIANA DEVELOPING A MODEL COMMUNITY ALLIANCE

About 17 fatal injuries happen each day in American workplaces, according to the National Institute for Occupational Safety and Health. Falls, electrocutions, and other emergencies force employees to rely on their wits, reflexes, and communication skills – when a crisis strikes. Rescue situations come down to an other worker, one moment – but does the worker have the language skills to help?

English Works in Indiana – partnership program between the Departments of Workforce Development and Education in conjunction with industry was a project that resulted in improvement in language proficiency focusing on safety in the workplace – with a practical outcome of safety awareness. Employers reported that after attendance in English Works classes, employees had a better understanding of safety words and issues. The results were fewer accidents, less lost work time due to injuries, reduced workers' compensation payments, and better compliance with OSHA requirements.

A. PROPOSAL

COST: \$300,000

Based on the experience gained with English Works projects and combining the goal of the DWD Incumbent Worker Training Initiative and the DOE, Division of Adult Education goal of improving the skills of Indiana's Limited English Proficient (LEP) workforce, it is proposed that the English Works project be expanded and a model of community alliance be developed.

The model will include:

- ☐ Training in the design of an English as a Second Language (ESL) in the workplace program with total community involvement using existing nationally recognized models.
- ☐ Capacity building through community involvement and partnerships with:
 - ☐ law enforcement
 - ☐ social services
 - ☐ housing
 - ☐ education
 - ☐ local government
- ☐ Cross cultural training and Spanish for Supervisors.
- ☐ Pre-employment training for immigrants.
- ☐ Language skill development for dislocated workers who need to improve language skills to get a job.

The proposed program will be designed by a representative task force comprised of the stakeholders who made decisions about workplace ESL programs in Indiana and the community selected.

Recommendations for “good practices” resulting from formal external and informal evaluations will be shared statewide as standards for quality ESL in the Workplace programs.

English proficient workers who wish to obtain certificates of competency must successfully demonstrate their knowledge and skills by completing assessment scenarios, which have been validated by business and labor. In order for a scenario to be validated, business and labor must affirm that it represents a legitimate work activity and that an English proficient worker with the demonstrated competency will provide greater value to a business than an English proficient worker without that competency.

Products to be developed:

- ❑ A guide for employers in Indiana business and industry to better understand the steps and elements in developing a workplace ESL program.
- ❑ A guide for developing community partnerships to address the needs of the limited English proficient worker.
- ❑ A guide for employers in Indiana business and industry to implement skill standards for English proficient workers in the workplace.
- ❑ A guide for offering Certificates of Technical Achievement to English proficient workers.
- ❑ A guide for using Certificates of Technical Achievement when hiring English proficient workers.

CTA Cost:	\$ 50,000
ESL Cost:	<u>\$250,000</u>
	\$300,000

ADMINISTRATIVE CHARGES

A. STATE ACTIVITIES

COST: \$49,726

The State will expend this amount to coordinate the procurement and selection of the membership card - case management system. Both the Department of Workforce Development and Adult Basic Education can utilize these funds for personal and non-personal service costs associated with the incentive award grant objectives.

BUDGET BREAKOUT

MARKETING MATERIALS	\$	30,000
WORKONE MARKETING		269,000
CASE MANAGEMENT SYSTEM & PARTICIPANT TRACKING		660,000
ENGLISH WORKS		300,000
STATE ACTIVITIES		49,726
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TOTAL	\$	1,308,726